



House Bill 6315

November 5, 2020



League Summary

- 19 clubs are currently allowed to host at least 3,000 fans
 - 17 have already hosted at least 3K for one or more games
 - 2 others (ARZ, WAS) to host at least 3K for the first time this weekend
- On average, clubs expect to manifest 16% of their stadium's bowl capacity; numbers are generally increasing as clubs host fans and seek local government approval for additional capacity

Week 8				Week 9			
	@		4K		@		4K
	@		11K		@		8K
	@		12K		@		18K
	@		5K		@		11K
	@		13K		@		17K
	@		12K		@		13K
	@		5K		@		14K
	@		4K		@		12K
					@		3K

Fans Confirmed



Possible Fans in the Future

Tests

(Week 8) (possibly Week 10)

TBD

No Fans Foreseeable Future



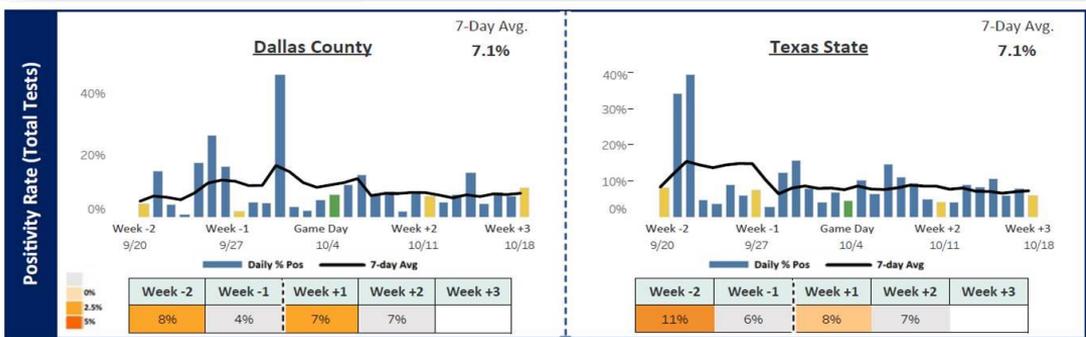
Club Decision

All others are gov't decision



Post-Game COVID Monitoring

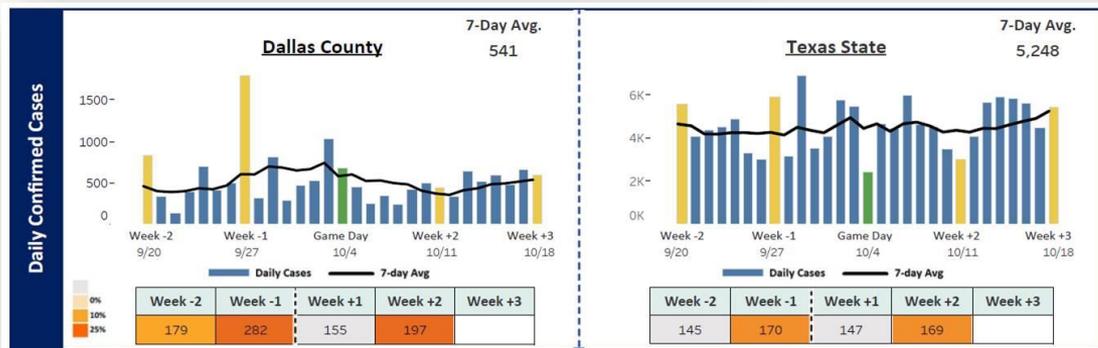
In coordination with the Infection Control for Sports, all clubs hosting over 1,000 fans are required to follow up with state and local health departments after each game to confirm no COVID case clusters have been traced to our games...



Positivity Rate



Daily Positive Cases





Fans Are Informed and Feel Safe

Sentiment from fans regarding how safe they felt leading up to, during, and after the game has been extremely positive, and fan expectations have been met and often times exceeded, which is a testament to the work being done by clubs when hosting fans:

- **92%** of fans league-wide have reported feeling safe at games (less than 2% have felt unsafe) and this continues to trend upward
 - **84%** of fans who attended Ford Field on Sunday (11/1) reported feeling safe / no respondents to our survey reported feeling unsafe
- **89%** of fans have reported feeling informed of their club's COVID protocols prior to attending a game and this continues to trend upward
 - **88%** of fans who attended Ford Field on Sunday (11/1) reported feeling informed as a result of our "Know Before You Go" communication





Ford Field Test Run (11/1)- 500 Fans

SEATING OVERVIEW

Capacity: 500*
% Stadium Capacity: 0.77%
Distance Between Pods: 4 Seats

No fans in the south club
No Upper Bowl seating
Enter from closest gate
Utilize only sections 104-108

*The total capacity numbers are inclusive of suite capacity





Ford Field Proposed Plan

OVERVIEW

Estimated Capacity: 3,000 - 12,500

Estimated Percent Capacity: 5% - 19%

Distance Between Seating Groups: 4 Seats

Precautions Taken	
Masks Required (Provided if Needed)	✓
Digital Ticketing	✓
Designated Fan Arrival Time	✓
6ft Social Distancing Rules	✓
Cashless	✓
Sanitizing Stations	✓
Restricted Group Seating	✓
Limited Food and Beverage	✓
Employee/Vendor Temperature Checks	✓
Staggered Exit Plan	✓



MAJOR CHANGES TO FORD FIELD

- 800 touchless hand sanitizer throughout concourses
- Touchless faucets, toilets, and paper towel dispensers in every restroom
- Extensive signage placed throughout building reminding fans to socially distance
- Mandatory face masks for all employees and fans (other than eating/drinking)
- Fans will be required to be sitting or stationary when consuming food or beverages
- Capacities of bowl seating, club lounges, and other spaces will be limited in accordance with CDC social distancing guidelines
- Plexiglass is being installed at every point-of-sale location throughout the stadium
- **No tailgating will be allowed in Ford Field managed parking lots / Ford Field staff will encourage all lots within a 2-mile radius to comply**





Ford Field Seating Plan - 3,000 Fans

SEATING OVERVIEW

Capacity: 3,000*
% Stadium Capacity: 4.6%
Distance Between Pods: 4 Seats

No fans in the south club
No Upper Bowl seating
Enter from closest gate
Utilize only sections 102-130

*The total capacity numbers are inclusive of suite capacity





Ingress and Egress Procedures

INGRESS

Gate Assistance

Doors propped open during ingress and egress to limit guests touching door handles

Personalized Gate Times and Entry

Fans will be assigned entry times in increments of 15 minutes based upon seat location

Parking Accommodations

Where the fan parks will factor into the gate recommendation model, ensuring fans have easy path to gate of entry



JOHN DOE

Male, 48, Member since 1994

2020 Seat Location: Section 103, Row 22

RECOMMENDATION:

45 - 60 minutes early, Gate A

EGRESS

Even/Odd Section Dismissal

Fans will be dismissed in alternating even/odd sections to prevent buildup in aisles

Dismissal Timing

The time gap between section dismissals will allow for waves of fans to exit while maintaining social distance

TO MAINTAIN SOCIAL DISTANCING
PLEASE WAIT IN YOUR SEATS FOR DISMISSAL.

THANK YOU FOR YOUR COOPERATION.

202

203

204

205

All guests seated in all **EVEN NUMBERED** sections are now dismissed. Thank you!





Enhanced Safety Protocols at Ford Field

Safety Measures

- Staff trained on how to properly wear PPE
- Masks available for those who do not have one
- Dedicated isolation areas for guests/staff who develop symptoms during the event
- HVAC system has been upgraded with MERV 13 rated filters and will run with 100% outside air on Game Days to ensure proper air flow and filtering
- Water fountains remain turned off per State Executive Order
- Text system available during the event for guests to report others not following recommended safety guidelines
- “Know Before You Go” video produced for fans to watch prior to arrival: <https://www.detroitlions.com/game-day/know-before-you-go>

Cleanliness

- All high touch surfaces such as elevator buttons, door handles, handrails, etc. will be cleaned throughout the game with EPA List N disinfectant
- Cleaning staff will be visible throughout the building during the event
- Seating bowl will be disinfected with Victory Electrostatic Sprayer before and after each event





Additional Changes at Ford Field

Cashless Stadium

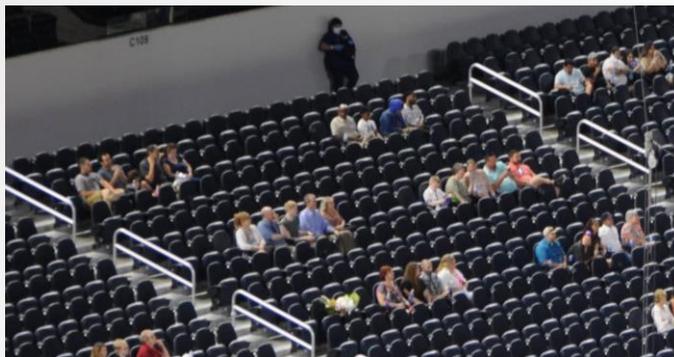
- All Ford Field managed parking lots will be cashless
- All points of sale inside the building for concessions and retail will be cashless for fans
- Mobile ordering for concessions encouraged to avoid congestion

Ticketing & Seating Assignments

- All tickets are digital for touch-free entry
- Every seating group will be socially distanced from other groups
- Minimum of 1 row of space between seats directly in front of each other
- At least 4 seats between seating pods in the GA/Club area
- At least one seat vacant next to the aisle to ensure 6ft of distance
- Suite capacity will be based upon square footage and social distancing guidelines

Safety for Fans/Employees

- Signage outside the gates warning guests to stay home when feeling ill
- All employees/vendors will receive a temperature check in addition to health screening before entering the perimeter
- Any employee/vendor who does not pass both the temperature check and health screening will not be permitted to enter
- Each vendor has its own designated entrance and check-in





Keeping Fans Safe in Michigan

- ✓ We proved last weekend that we can safely accommodate at least 500 fans in our building, which spans roughly 2 million square feet of space
- ✓ We continue to work closely with the City of Detroit on preparations for potentially scaling up capacity at Ford Field to 3,000 fans for our next home game on 11/15
- ✓ We believe we are best positioned to show that events downtown can be conducted safely -- We can set an example for others to follow in the downtown area

Venue	Square Footage	Max Capacity	Capacity Allowed	% Capacity
Ford Field (11/1)	2,000,000	65,000	500	0.77%
Ford Field (11/15)	2,000,000	65,000	3,000	4.62%
Ford Field (11/26)	2,000,000	65,000	6,000	9.23%
Motor City Casino	100,000	10,667	1,600	15.00%
Greektown Casino	100,000	9,333	1,400	15.00%
Fox Theatre	250,000	5,174	500	9.70%
The Fillmore Detroit	21,262	2,900	500	17.20%
Saint Andrew's Hall	8,871	1,000	200	20.00%





Help Detroiters and Bring Back Downtown

We believe hosting fans will have a significant positive impact on the city



- Employ more people on Game Day
- Instill confidence in visitors that it is safe and enjoyable to start attending events downtown again



- Help businesses downtown that have been struggling financially





Strong Support in Michigan

We have the full support of:



Detroit Redwings



Detroit Tigers



Detroit Pistons





Questions?

